

Course		
Marketing Management		
Lecturer	Duration	ECTS/Credit Points
Dipl. Wirtsch.-Ing Frank Harmeling frank.harmeling@mac.com	2 SWS (= 90 minutes class per week)	3
Course Character	Semester	Course Language
Elective Course	Spring Semester	English
Prerequisites		
One year business studies		
Description of the Course		
<p>Marketing Management in today's business environment is demanding and will continue to be so. The lecture will cover the following topics: Marketing and Management topics and their correlations, the Management process, the impact of global trends and brand equity to company success. The students will work on cases. The students will be able to analyze and evaluate marketing management concepts.</p>		
Course Components		
<ul style="list-style-type: none"> • Readings. Some readings (cases or articles) about international Marketing Management topics of different industries e. g. service and retail will be assigned to the students to read them at home to be later discussed in class. • Attendance and participation: Attendance and participation in class are strongly recommended. It is important to apply every day the knowledge acquired during the past classes and comment the readings in group to be able to understand in a better way the course. • Exam: The exam will be held during the examination period at the end of the semester. The date will be determined by the examination board. The time allowed is 90 minutes. The exam will be based on the materials given by the professor and discussed in class. It may include multiple choice questions and true or false statements, short case studies, etc. The exam contributes 100% of the final grade of the course. <p>In order to receive a passing grade for the course, students must obtain at least 50% of the total points possible.</p>		
Preparation For and Participation in Class		
<p>Although a continuous participation from the students along the course is expected; it is important that when readings are assigned, students read them to be able to take part in the class discussion.</p>		
Course Outline		

- Part 1: Understanding Marketing Management
 - Terms and Definitions
 - Introduction to marketing
 - Understanding marketing within a global context
 - Developing marketing concepts and strategies

- Part 2: Cases global Marketing Management
 - Service industry
 - Retail industry
 - Analyzing and evaluation of cases
 - Presentation and Discussion

References

The seminar is based in particular upon the following references:

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| Dahlvig, A. | <u>The IKEA Edge: Building Global Growth and Social Good.</u> Mc Graw-Hill 2011. |
| Kotler, P; Keller K. L.;
Brady, M.; Goodman,
M.; Hansen T. | <u>Marketing Management</u> , 2 nd ed., Pearson 2012. |
| Michelli, J. A. | <u>The New Gold Standard: 5 Leadership Principles for Creating a Legendary Customer Experience Courtesy of the Ritz-Carlton Hotel Company.</u> Mc Graw-Hill 2008. |
| Michelli, J. A. | <u>The Starbucks Experience: 5 Principles for Turning Ordinary into Extraordinary.</u> Mc Graw-Hill 2006. |

Important Note:

The above outline is tentative to give you an idea of the sequence of topics. It can be modified and is only designed to give you a rough idea of the topics and the rate at which they will be covered. Some of the above topics will be covered in greater detail than others. The relative importance of each topic will be indicated by me.